

**AMENDMENTS TO THE CLAIMS**

1. (Currently amended) A method of providing audio data comprising:  
downloading at least one multimedia file including audio advertisement data;  
downloading configuration instructions that create a plurality of audio ad sets, the instructions for each set defining selection and broadcast control of ~~at least one~~ a plurality of audio advertisements based at least in part on;

a status of an audio communication link over a network; and  
a relationship between the audio communication link and another attempted audio communication link; and

broadcasting said audio advertisement data in accordance with said configuration instructions.

2. (Previously Presented) The method of Claim 1, further comprising:  
downloading additional audio advertisement data; and  
broadcasting said additional audio advertisement data in accordance with said audio configuration instructions.

3. (Previously presented) The method of Claim 2, further comprising:  
interrupting said downloading of said additional audio data;  
establishing the audio communication link; and thereafter  
resuming said downloading of said additional audio data.

4. - 27.(Cancelled)

28. (Previously presented) The method of Claim 1, wherein the status of the audio communication link is controlled using a browser interface to an audio communication website.

29. (Previously presented) The method of Claim 1, wherein the status of the audio communication link comprises one of the following; initiated, active, and terminated.

30. (Previously presented) The method of Claim 1, wherein the configuration instructions cause the broadcasting of said audio advertisement data to occur at one of the following; before the audio communication link is active and after the audio communication link is active.

31. (Previously Presented) The method of Claim 2, further comprising modifying the audio advertisement data based at least in part on the additional audio advertisement data.

32. (Previously Presented) The method of Claim 1, wherein the configuration instructions include at least one of the following; an identifier of the audio advertisement data, a storage location of the audio advertisement data, a sequence in which the audio advertisement data is to be broadcast, a frequency at which the audio advertisement data is to be broadcast, a combination of portions of the audio advertisement data to be broadcast, an association of the audio advertisement data with graphical advertisement data, a number of times the audio advertisement data is to be broadcast, and a period between broadcasting one portion of the audio advertisement data and another portion of the audio advertisement data.

33. (Previously presented) The method of Claim 3, wherein interrupting said downloading is based on detecting a request to establish the audio communication link.

34. (Previously presented) The method of Claim 1, wherein the audio advertisement data is based at least in part on profile data associated with a user of the audio communication link.

35. (Previously presented) The method of Claim 1, wherein the audio communication link comprises a voice over internet protocol link.

37. (Currently amended) A system for providing audio data comprising:

- a communication interface;
- a sound transducing device;
- a processor in communication with the communication interface and the sound transducing device; and

downloading at least one multimedia file including audio advertisement data;

downloading configuration instructions that create a plurality of audio ad sets, the instructions for each set defining selection and broadcast control of ~~at least one~~ a plurality of audio advertisements based at least in part on:

a status of an audio communication link over a network; and  
a relationship between the audio communication link and another attempted audio  
communication link; and

38. (Previously Presented) The system of Claim 37, wherein the instructions further cause the processor to perform the operations of:

39. (Previously presented) The system of Claim 38, wherein the instructions further cause the processor to perform the operations of:

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establishing the audio communication link; and thereafter  
resuming said downloading of said additional audio data.

40. (Previously presented) The system of Claim 37, wherein the status of the audio communication link is controlled using a browser interface to a voice communication website.

41. (Previously presented) The system of Claim 37, wherein the configuration instructions cause the broadcasting of said audio advertisement data to occur at one of the following; before the audio communication link is active and after the audio communication link is active.

42. (Previously presented) The system of Claim 38, wherein the instructions further cause the processor to perform the operation of modifying the audio advertisement data based at least in part on the additional audio advertisement data.

43. (Previously Presented) The system of Claim 37, wherein the system comprises a mobile device.

44. (Currently amended) A method for providing audio data, comprising:  
communicating over a network at least one multimedia file including audio advertisement data;

communicating over the network configuration instructions that ~~that~~ create a plurality of audio ad sets, the instructions for each set defining selection of and control playing of at least one a plurality of audio advertisements of the audio advertisement data based at least in part on;

a status of an audio communication link over the network; and

a relationship between the audio communication link and another attempted audio communication link; and

enabling the audio communication link between at least two devices with audio communication capability.

45. (Previously Presented) The method of Claim 44, further comprising communicating over the network additional audio advertisement data, wherein the configuration instructions control playing of the additional audio advertisement data.

46. (Previously presented) The method of Claim 45, further comprising:  
interrupting the communicating of the additional audio advertisement data;  
establishing the audio communication link; and thereafter  
resuming the communicating of the additional audio advertisement data.

47. (Previously presented) The method of Claim 44, further comprising:  
communicating a web page for display in a browser; and  
receiving a user instruction via the web page to establish the audio communication link.

48. (Previously Presented) The method of Claim 44, further comprising communicating graphical data over the network and wherein the configuration instructions enable a client to display the graphical data in coordination with playing the audio advertisement data.

49. (Previously Presented) A computer-readable medium storing instructions that enable a processor to perform the operations of Claim 44.

50. (Currently amended) A system for providing audio data, comprising:  
a communication interface;  
a processor in communication with the communication interface; and  
a memory in communication with the processor and storing data and instructions that cause the processor to perform a plurality of operations, including:  
communicating over a network at least one multimedia file including audio advertisement data;

communicating over the network configuration instructions that create a plurality of audio ad sets, the instructions for each set defining selection of and control playing of at least one a plurality of audio advertisements of the audio advertisement data based at least in part on:

a status of an audio communication link over the network; and

a relationship between the audio communication link and another attempted audio communication link; and

enabling the audio communication link between at least two devices with audio communication capability.

51. (Previously presented) The system of Claim 50, wherein the audio communication link includes a telephone network link.